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REPUTATION GENERATION**

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(57) **ABSTRACT**

Method, apparatus, system, computer program product and computer readable medium are disclosed for generating reputation of an entity from a plurality of opinions associated with that entity, wherein the entity and the plurality of opinions are expressed in a natural language. The method comprises filtering said plurality of opinions based on pertinence of each opinion with respect to the entity; fusing the filtered opinions into at least one principle opinion set; and generating a reputation value based on said at least one principle opinion set. The method further comprises providing reputation visualization for users, and recommending an entity based on its reputation value, opinions provided by users, opinion pertinence and user opinion's similarity.

